

Ya Kun Kaya Toast
Coffeestall Since 1944

So Much More to Toast

When Ya Kun founder Loi Ah Koon established a coffeestall selling kaya toast, soft-boiled eggs and coffee to workers in the Telok Ayer Basin 63 years ago, he never dreamt his stall would become a well-loved food icon locally and regionally. Today, Ya Kun has almost 50 outlets in Singapore, Indonesia, Taiwan, South Korea and Japan, and is still expanding. Key to its success is its focus on serving Ya Kun's traditional fare as well as its creative menu ideas to attract the young and trendy consumers.

How would you like your toast today? For Ya Kun, this question has prompted the company to introduce new ways of enjoying its trademark dish of thinly-sliced, charcoal-grilled brown bread. Its mainstay – soft-boiled eggs, toast slathered with special homemade kaya and layered with melted butter, served with freshly brewed coffee – has been the company's recipe for success since 1944. From being simply a breakfast item, this local favourite has become the comfort meal for many Singaporeans, at any time of the day. Now, Ya Kun is shaking things up with creative additions to its menu.

Besides its Cheezy French toast and Ice-Cream toast, the company recently launched Toast Dipz – strips of toast best enjoyed dipped in hot chocolate and creamy cheddar cheese. This mixture of tradition with the modern is part of Ya Kun's plans to maintain its relationships with regulars, while reaching out to new and younger customers. These inventive ideas have enhanced the consumer experience, and further entrenched Ya Kun as the place to go for a meal or a cup of coffee with loved ones or close friends.

That's not all. The company has been actively working with organisations like the Singapore Tourism Board (STB) to extend its market reach. Examples include special offers and promotions to credit card members such as the CapitaCard Promotion, or discounts on certain menu items during the Great Singapore Sale.

"We'd like people – both locals and foreigners – to get to know Ya Kun better," says Adrin Loi, Executive Chairman. "It's more than being located in the right places. Establishing our



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Tasty Singapore-endorsed brands: **Ya Kun**

outlets in the main shopping areas has helped increase consumer awareness of our brand. But we are looking further ahead and hope to expand into the region, and even around the world. Working with reputable organisations like Tradewinds or the STB will definitely enhance our brand image and market position. We think these promotions will create curiosity, especially among visitors to Singapore, about Ya Kun and our kaya toast. If they've enjoyed our food, we hope they will want a Ya Kun coffee shop in their home country too."

Indeed, in its quest to be a global brand, Ya Kun will be opening an outlet at Singapore's Changi Airport's new terminal. Its strategic location ensures that visitors to Singapore will get to know the brand better. Recently, it has opened two new outlets in Central at Clarke Quay and the SAFRA Club at Mount Faber. What's more, in a first among coffee shops here, its SAFRA outlet also offers reservation services for customers planning private functions. The promise of a private space, good old homemade kaya toast and coffee, plus a view to boot will have customers calling Ya Kun at Changi Airport for reservations soon.

Something new with something old...Ya Kun hopes its unique blend of East meets West will appeal to different people and cultures internationally. In the works are ongoing plans to franchise its outlets in the Philippines, as well as set up its brand of coffee shops in China and East Malaysia.